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## NEW INNES SHOE STORE OPENING IN SOUTH BAY

Today, Thursday, Sept. 12th at 12:30 the new Innes store at South Bay Center has its official opening.

Hollywood's newest movie Cinderella, 18 year old Joan Blackman, recently signed by Hecht-Hill & Lancaster to a long term contract, will be the Cinderella for Innes and cut the ribbon.

Innes President Paul Seigel and store manager Jack Slavin will assist, and on hand for the festivities will be Congressman Cecil King just back from Washington, Los Angeles Supervisor Burton Chace, Redondo Mayor Lee Center, Councilwoman Eunice Patterson, and Paul Moore, President Redondo Beach Chamber of Com-

merce. Joan Blackman was discovered by Max Arnow, vice president of Hecht-Hill & Lancaster and very soon she goes before the cameras as leading lady for Burt Lancaster in "The Rabbit Trap." She was signed not only for her beauty and acting but also because she is a singer and a dancer and her company expects to star her in a musical picture some time in the near future. She is a native of San Francisco and has been here a little more than 2 months, and was actually discovered modeling women's clothes in Los Angeles.

At 3 p.m., Chucko, the Birthday Clown of KABC-TV's "Chucko's Cartoons" will help celebrate the Innes store opening with his entire show, including his popular circus wagon and magic display. After entertaining the youngsters of all ages, he will give away toys, gifts, balloon animals and autographed pictures of himself.



CINDERELLA OPENING . . . Movie Cinderella Joan Blackman, the Cinderella girl for Innes Shoe Company's newest store in the South Bay, is as excited about the opening at 12:30 today as is Paul Seigel (left), president of the firm, and Bruce Albright, vice president.

**STADIUM**  
1953 Cravens Fairfax 8-6371

NOW—Ends Saturday  
Glenn Ford-Jeanne Crain  
Broderick Crawford  
"THE FASTEST  
GUN ALIVE"  
Plus  
Bob Hope-Kath. Hepburn  
"The Iron Petticoat"

SUN. • MON. • TUES.  
JUNE ALLYSON in  
"The Opposite Sex"  
In C-scope and Technicolor  
Also  
Ray Milland-E. Borgnine  
"3 Brave Men  
In CinemaScope

**GRAND**  
1922 Cravens Fairfax 8-6500

FRI. • SAT. • SUN.  
DONALD O'CONNOR in  
"FRANCIS JOINS  
THE WACS"  
Plus  
MARJORIE MAIN in  
"THE KETTLES IN  
THE OZARKS"

**PARK**  
14948 S. Crenshaw Blvd. DA 4-4040

NOW—Thru Tues., Sept. 17  
Deborah Kerr-John Kerr  
"Tea and Sympathy"  
Plus  
Bob Hope-Kath. Hepburn  
"The Iron Petticoat"

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W. H. LINDSAY  
"THE STORM RIDER"  
COLOR BY DE LUXE • SINGING COUNTRY MUSIC

Sun. — Mon. — Tues.  
QUEENIE DUNBAR  
"THE FLYING SAUCERS"  
CINEMA SCOPE

RORY CALHOUN  
"OTAR BLAINE"  
SUSAN CUMMINGS

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— Phone —  
FR 9-4033

## Five Join Moose Lodge, Breakfast Plans Readied

Five new members were initiated into the Loyal Order of Moose fraternity and the Torrance lodge during a recent ceremony conducted by the San Pedro lodge ritual team at the local lodge hall, 1744 W. Carson St., James A. Evans, secretary, announced this week.

The new members who took the oath of membership from Joe Lucas, ritual governor, were Carter C. Dow, James W.

Fitzgibbon, and James Mitchell of Torrance; Alexander Columbus Jr., Lomita; and Harlan Briese, Wilmington.

The Torrance lodge will present a public benefit breakfast to obtain funds for the Little Company of Mary Hospital at the lodge hall, Sunday, Sept. 15th, starting at 9 a.m. George Clay, ways and means committee chairman, announced.

Members of the Moose lodge present a breakfast each month to aid the lodge fulfill a pledge of \$1080 to the proposed Little Company of Mary Hospital soon to be erected on Torrance Blvd. near Hawthorne.

A delegation of nine Moose lodge members attended a recent South Central District meeting of the California Moose Assn. held in Fullerton.

Representing the Torrance lodge at the District meeting were George Clay, James McCune, O. E. Jeffers, Joe Morley, James A. Evans, Fred Lydy, James H. Johnston, Joseph Platt, and Daniel Desmond.

## Unavoidable Smog from Steel Mills Now Controlled

"Smoke from the steel mills is the barometer of prosperity. When all steel mill stacks are belching smoke, it not only means full employment in the mills, but also in all other industries and trades dependent upon a plentiful and continuous supply of steel. This is the basis of our economy."

Such statements by industrial spokesmen passed unchallenged for nearly 90 years after mass production of steel began about 1860. Almost without a single voice of protest, the public and its officials accepted the concept that smoke is not only inevitable, but actually good for society in that it symbolized prosperity.

Opinion Changes  
By the early decades of the 20th century the tide of opinion changed and smoke-abatement ordinances were adopted in scores of cities. "Despite this, the steelmakers long remained outside the scope of control, protected by the concept of the smoking chimney being essential to our economy."

When Pittsburgh launched its now famed cleanup of coal smoke, the steelmakers of Allegheny County, surrounding the city, were handled delicately.

In Los Angeles County some of the first complaints received by the newly formed Air Pollution Control District in 1948 were against emissions from four open hearth steel furnaces located in the southwest section of the county.

After warning the steel company, the District announced publicly on Jan. 28, 1948, that it would seek to revoke the operating permits for the four open hearths.

Smog "Unavoidable"  
Company officials replied that "the discharge of air contaminants has generally been considered unavoidable in the operation of any steel mill," and that "no method of control are known."

They hired a consulting engineer and filed the first petition for a variance, (permission to vary from the law while finding a means of complying with it), received by the new Air Pollution Control Hearing Board.

After testimony by engineers on both sides, the Hear-

ing Board granted the company a variance to operate while the steel firm tested a first bag-type filter and then, a pilot-model electrical precipitator.

In their plea for time, company officials pointed out that closing down the plant would remove only one of many sources of pollution in the county, while 1500 employees would lose their livelihood.

Control Found  
Late in 1949 the steel company engineers agreed that an electrical precipitator for each furnace would enable them not only to meet the restrictions on visible emissions, but also to stay within the limits of a stringent new dust and fumes regulation adopted by the Control Board earlier that year.

They ordered the four precipitators, to cost \$800,000, then asked, and were granted, 10 months variance in which to have the electric devices fabricated and installed.

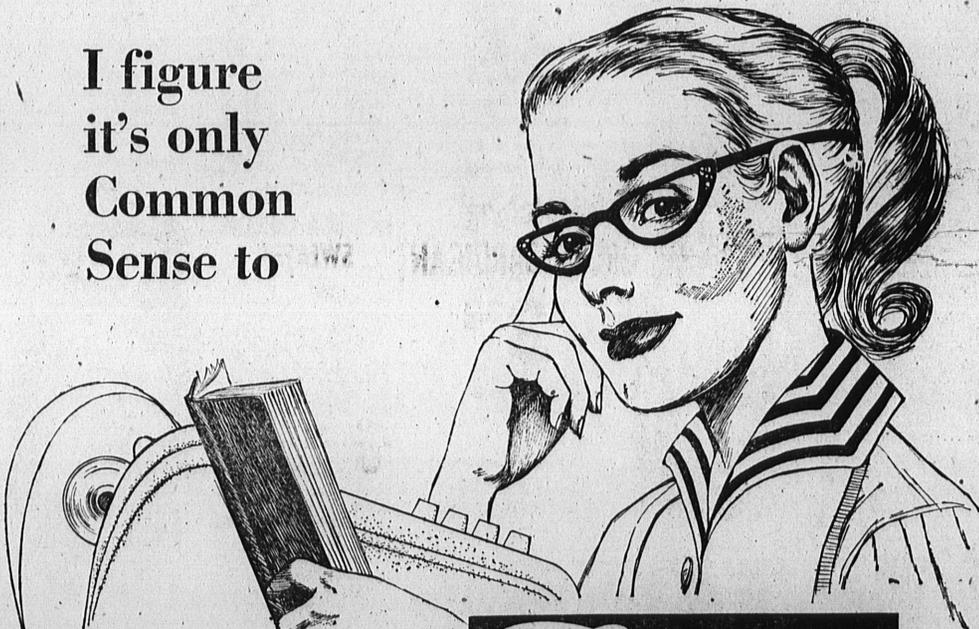
Electrical precipitators have been used in a few scattered industries in 1949, but at that time none had been adapted to collect the dust and fumes from open hearth furnaces.

Particles Drop  
In a precipitator dust-and-fume-laden gases are passed between two electrodes, which impart an electrical charge to the tiny particles (most of them less than one-25,000th of an inch in diameter) and cause them to be deposited on the electrodes. At regular intervals the electrodes are "rapped" automatically and the particles shake loose to fall in a hopper below.

At the steel mill more than a ton a day of particles are collected by each precipitator. This waste, which otherwise would pollute the air, now is hauled to a fill-and-cover dump to be buried.

While this legal battle was being fought the only other large steel-making firm in the county decided to dismantle its open hearth furnaces, when the APCD petitioned the courts for an injunction to halt their smog-making operations. This company replaced its open hearths with electric furnaces equipped with precipitators.

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South Bay Store

Redondo Beach and Hawthorne Blvds. at 174th St.

Open seven days a week, from 9 A.M. until 10 P.M.

## Elsie Ferris Will Talk at Tuesday Meet

Miss Elsie Ferris, Long Beach, will be the guest speaker for the Mother-Daughter Banquet at Christ the King Lutheran Church, Tuesday evening at 6:30.

Miss Ferris is a member of the County and State Bar Assn. She has traveled extensively throughout the world and is known for her work in family life and underprivileged children.

A women's quartet made up of Mrs. Robert Oberholzer, Mrs. William Crowner, Mrs. Ervin Peterson and Mrs. Ellis Kennedy will sing; and a duet will be presented by Mrs. Donald Anderson and Mrs. Robert Oberholzer.

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